



Attribution Queries

Learn SQL from Scratch

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April 15, 2019

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1. Get Familiar With CoolTShirts

1.1 How many campaigns and sources does CoolTShirts (CTS) use and how are they related?

- CTS uses 8 different campaigns: cool-tshirts-search, getting-to-know-cool-tshirts, interview-with-cool-tshirts-founder, paid-search, retargeting-ad, retargeting-campaign, ten-crazy-cool-tshirts-facts, and Weekly-newsletter.
- CTS uses 6 different campaign sources: buzzfeed, email, facebook, google, medium, Nytimes
- The image below shows the which campaigns are related to which sources. For example, CTS uses email for both their weekly newsletters and their “retargeting” campaign.

Query Results

utm_campaign	utm_source
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
ten-crazy-cool-tshirts-facts	buzzfeed
retargeting-campaign	email
retargeting-ad	facebook
interview-with-cool-tshirts-founder	medium
paid-search	google
cool-tshirts-search	google

1.2 What pages are on their website?

There are 4 pages on the CTS website.

1 - landing_page

2 - shopping_cart

3 - checkout

4 - purchase

A visitor only reaches the purchase page after a sale has been completed.

2. What Is The User Journey?

2.1 How many first touches is each campaign responsible for?

Only 4 of the 8 campaigns are being used to bring in new traffic. Ad links found in Medium's "Interview with CoolTShirts Founder" brings in the most first time user traffic (622). See query results below.

Query Results				
user_id	first_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99684	2018-01-13 13:20:49	google	cool-tshirts-search	169
99933	2018-01-25 00:04:39	nytimes	getting-to-know-cool-tshirts	612
99990	2018-01-13 23:30:09	medium	interview-with-cool-tshirts-founder	622
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	576

2.2 How many last touches is each campaign responsible for?

Last touches can be found via all 8 campaigns. The email newsletter is responsible for most of them (447). See query results below.

Query Results				
user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99344	2018-01-18 21:36:32	google	cool-tshirts-search	60
99589	2018-01-15 04:55:43	nytimes	getting-to-know-cool-tshirts	232
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	184
98840	2018-01-10 04:58:48	google	paid-search	178
99928	2018-01-24 05:26:09	facebook	retargetting-ad	443
99990	2018-01-16 11:35:09	email	retargetting-campaign	245
99765	2018-01-04 05:59:47	buzzfeed	ten-crazy-cool-tshirts-facts	190
99933	2018-01-26 06:18:39	email	weekly-newsletter	447

2.3 How many visitors make a purchase?

We discover this total by a DISTINCT query of users who make it all the way to the purchase page. The answer is 361

2.4 How many last touches *on the purchase page* is each campaign responsible for?

Purchases can be credited to all 8 campaigns, with weekly newsletters via email responsible for getting the most of them (115). See query results below.

Query Results				
user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
95650	2018-01-18 00:25:00	google	cool-tshirts-search	2
92172	2018-01-16 15:15:29	nytimes	getting-to-know-cool-tshirts	9
83547	2018-01-10 18:20:21	medium	interview-with-cool-tshirts-founder	7
94567	2018-01-19 16:37:58	google	paid-search	52
99897	2018-01-06 09:41:19	facebook	retargetting-ad	113
99285	2018-01-24 09:00:58	email	retargetting-campaign	54
98651	2018-01-15 04:17:36	buzzfeed	ten-crazy-cool-tshirts-facts	9
99933	2018-01-26 06:18:39	email	weekly-newsletter	115

2.5

What is the typical user journey?

The typical user journey comes from articles about CoolTShirts like New York Times' "Getting To Know CoolTShirts", BuzzFeed's "Ten Crazy CoolTShirts Facts", and Medium's "Interview with CoolTShirts Founder". These articles include affiliate links directly to the CoolTShirts landing page and are responsible for nearly all the of the first touches. From there, visitors can register with an email address, for which they are assigned a user ID for tracking. Email campaigns like the Weekly Newsletter, as well as retargeting campaigns from both Email and Facebook (which uses the email address of the Facebook user in it's retargeting directive) are used to attract users who did not make a purchase during their initial visit. These campaigns are responsible for the majority of the purchases made on the CoolTshirts website.

3. Optimize the Campaign Budget?

3.1 CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

Out of 1,979 new registered users, all but 169 of them came from links from these articles listed below. Therefore CTS should re-invest into these campaigns.

1. New York Times' "Getting To Know CoolT Shirts" (612 first touches)
2. BuzzFeed's "Ten Crazy CoolTShirts Facts" (576 first touches)
3. Medium's "Interview with CoolTShirts Founder" (622 first touches)

In addition, the following campaigns were responsible for the most return users that end up making a purchase.

4. Email - Weekly Newsletter (115)
5. Facebook Retargeting Ad (113)

These are the 5 campaigns that CTS should reinvest in